



Southwest Michigan PTAC 2021 Class Schedule

Southwest Michigan Procurement Technical Assistance Center (PTAC) provides federal, state, and local government contracting training free due to our government funding.

This training is available to businesses in Berrien, Branch, Calhoun, Cass, Kalamazoo, St. Joseph, and Van Buren counties of Southwest Michigan. For classes in other locations: www.aptac-us.org.

Until further notice, all classes are held virtually online.

Where Do I Begin?

Considering government contracting? Don't know where to begin? Join us to learn more about government contracting and how PTAC is here to guide you every step of the way.

Online pre-registration is required.

Location	Date	Time
Online Webinar (Register)	September 14, 2021	10:00 a.m. – 11:00 a.m.
Online Webinar (Register)	September 28, 2021	1:00 p.m. – 2:00 p.m.

Government Contracting: Orientation

Is your company considering government contracting? Learn how to sell your products and services to the federal, state, and local government. This free seminar will give you the direction you need.

Online pre-registration is required.

Location	Date	Time
Online Webinar (Register)	April 6, 2021	2:00 – 4:00 p.m.
Online Webinar (Register)	July 21, 2021	10:00 a.m. – 12:00 p.m.
Online Webinar (Register)	October 7, 2021	2:00 – 4:00 p.m.

Marketing & Research: Mining for Opportunities

Learn how to market your business to government agencies and prime contractors. Research the agencies and prime contractors that buy what you sell. Research your competitors' sales and customers.

Pre-requisites: Orientation Class and a current client of PTAC. Online pre-registration is required.

Location	Date	Time
Online Webinar (Register)	May 4, 2021	2:00 – 4:00 p.m.
Online Webinar (Register)	August 4, 2021	10:00 a.m. – 12:00 p.m.
Online Webinar (Register)	October 21, 2021	2:00 – 4:00 p.m.

Website: www.ptac4nemi.org



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One-Time Govology Training (classes are 2-hours)

Govology is a collaborative community raising the competency level of small business to excel in government contracting. These are pre-recorded sessions that we will watch together. Topics are subject to change.

Online pre-registration is required.

Topic	Location	Date/Time
How to Set Up & Update Your SAM.gov Profile Properly	Online Webinar (Register)	March 4 @ 10:00 a.m..
How to Engage & Position During Government Prospect Meetings	Online Webinar (Register)	June 1 @ 2:00 p.m.
Communicating with Government Contracting Officials	Online Webinar (Register)	September 1 @ 10:00 a.m.
Using Proposal Graphics for Readability and Impact	Online Webinar (Register)	December 2 @ 2:00 p.m.

Coffee & Contracting (sessions are ½ hour)



A bi-monthly opportunity to network online with government buyers, prime contractors, and government contracting resources.

Online pre-registration is required.

Topic	Location	Date/Time
Kellogg Supplier Engagement & Development	Virtual Gathering (Flyer & Register)	September 8 @ 9:00 a.m.
SBA: How to Become a Small Business Subcontractor	Virtual Gathering (Flyer & Register)	September 22 @ 9:00 a.m.
Consumers Energy	Virtual Gathering (Flyer & Register)	October 13 @ 9:00 a.m.

Capability Statement Preparation

When you're ready to sell your products/services to the government, create a capability statement to share when meeting (in person or virtual) buyers for prime and subcontracting opportunities.

Online pre-registration is required.

Location	Date	Time
Online Webinar (Register)	August 18, 2021	10:00 a.m. – 12:00 p.m.
Online Webinar (Register)	November 18, 2021	2:00 – 4:00 p.m.

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